



**CITY OF BAINBRIDGE ISLAND**  
**2015 LODGING TAX / TOURISM FUND PROPOSAL**  
**EXHIBITS (REVISED 2/2015)**

**Project Name:** "Destination Bainbridge" Online Marketing Strategy

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**Name of Applicant Organization:** Bainbridge Island Lodging Association (BILA)

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**Document Name:** Proposal Exhibits

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**IV. EXHIBITS**

Please note: Our proposal's Narrative is included in a separate file titled:

**BILA Destination-Bainbridge-LTAC-2015-Narrative-REV.pdf**

This file includes:

**1) 2014 Marketing Materials and Data**

- A. Screenshots of Website, Blog and Social Media Content
- B. BILA Website Google Analytics Data Comparing Traffic, 2014 to 2013
- C. BILA Website Google Analytics Data by State and City
- D. COBI Lodging Tax Fund History, 2007-2014
- E. Dean Runyan Assoc., 2012 Oregon Overnight vs. Day Visitors
- F. Dean Runyan Assoc., 2012 Oregon Average Overnight vs. Day Trip Expenditures
- G. Dean Runyan Assoc., 19x Impact of Overnight vs. Day Visitors

**2) Financials:**

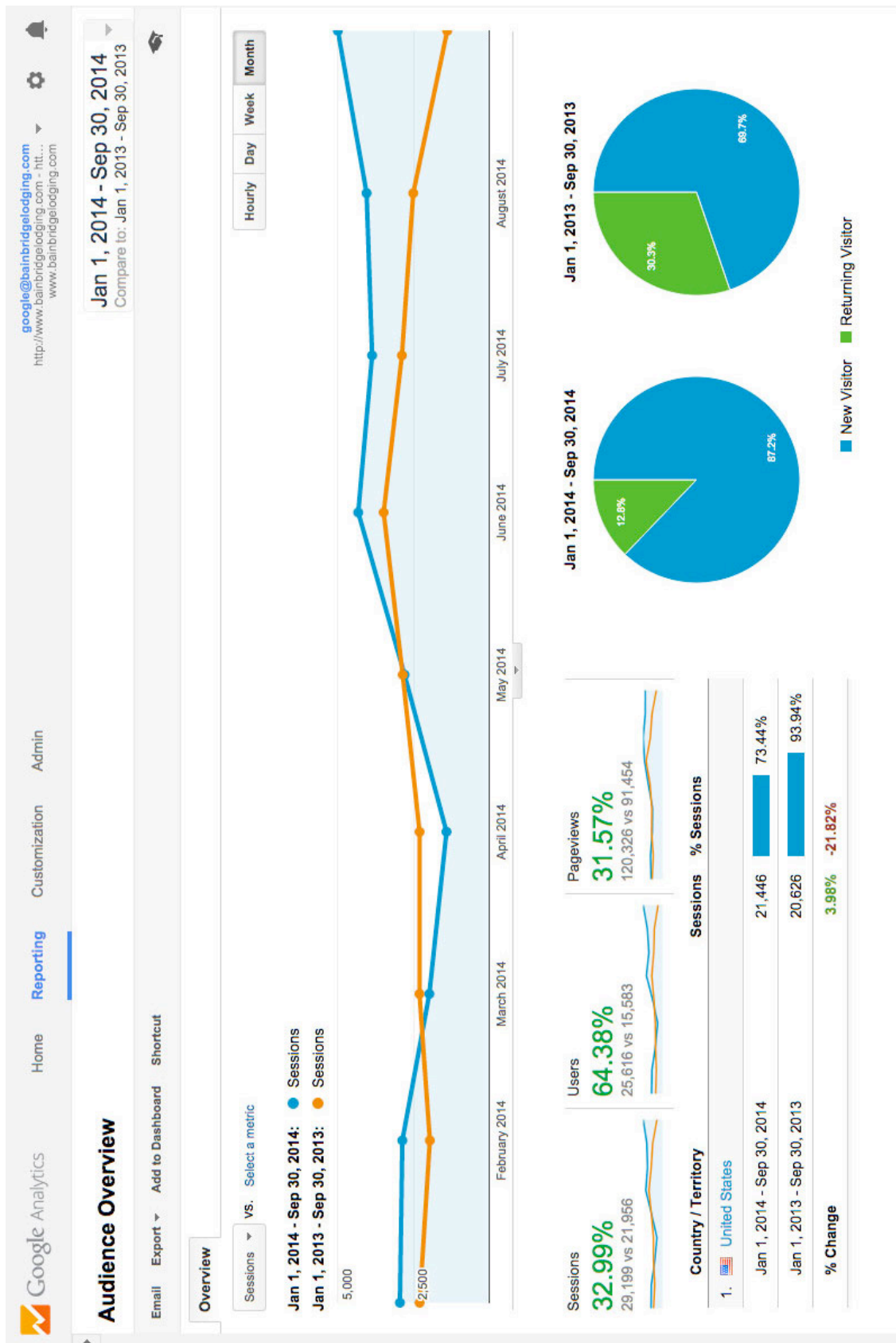
- A. 2014 Forecast Income & Expense Summary
- B. 2015 Budget
- C. 2014 Revenue & Expenses (as of September 1, 2013)

**3) Letters of Partnership and Support:**

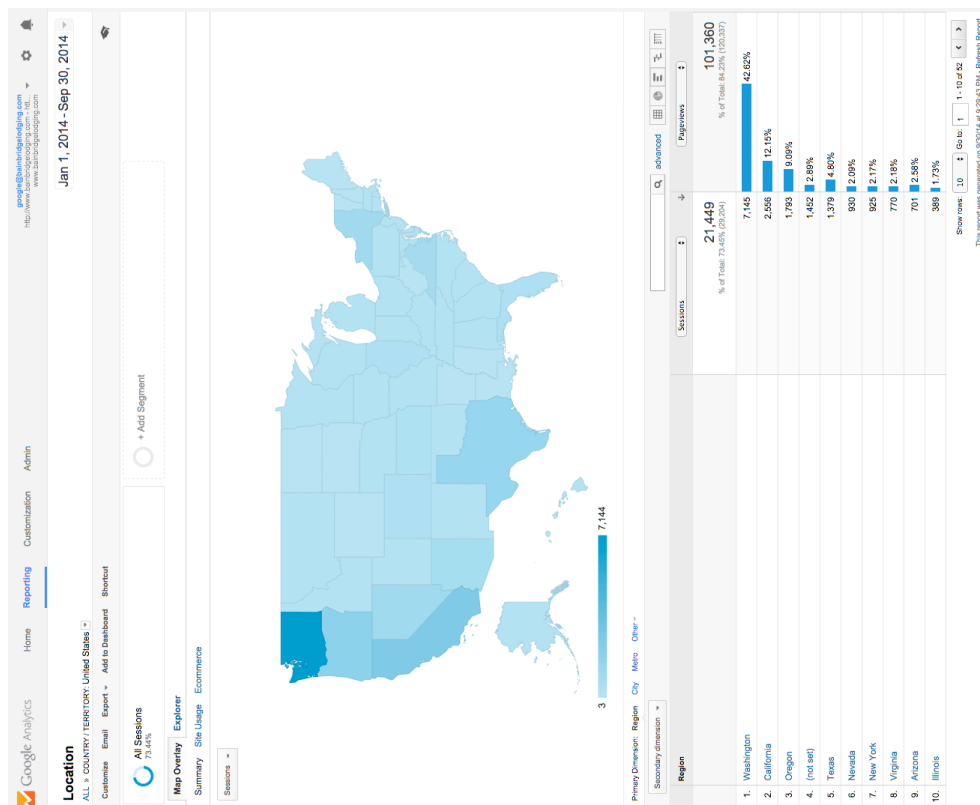
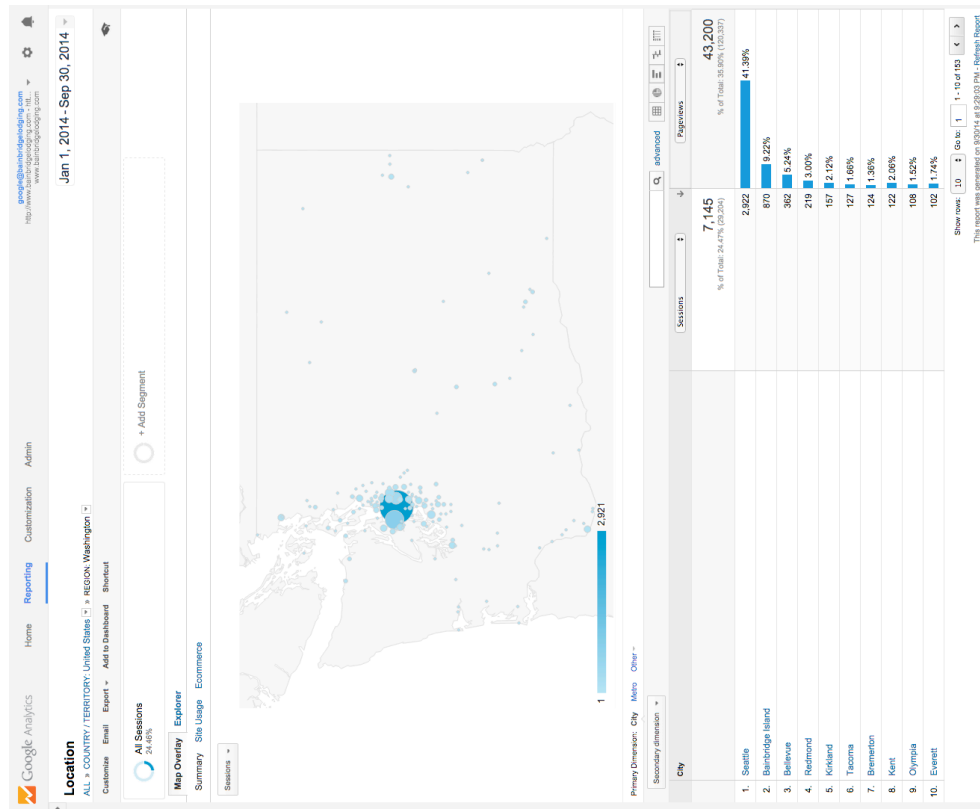
- A. Bainbridge Arts & Crafts
- B. Bainbridge Chorale
- C. Bainbridge Cinemas & Historic Lynwood Theatre
- D. Bainbridge Island Chamber of Commerce
- E. Bainbridge Island Downtown Association
- F. Bainbridge Vineyards
- G. Churchmouse Yarns & Teas
- H. Eleven Winery
- I. Four Swallows Restaurant
- J. Sohn Real Estate Group, Inc.



## EXHIBIT 1-B: Website Analytics: Traffic 2014 vs. 2013



## EXHIBIT 1-C: Website Analytics: Traffic 2014 by State and City





**EXHIBIT 1-D: COBI Lodging Tax Fund History, 2007-2014**

LTAC HISTORY 2007 - 2014 (dollars)								
ITEM	2007	2008	2009	2010	2011 <sup>1</sup>	2012	2013 <sup>2</sup>	2014 <sup>3</sup>
Balance 1/1 ea year	91,170	152,676	194,079	182,396	169,306	172,809	113,689	128,912
Less Expenses	53,829	85,211	117,844	119,830	100,776	174,000	107,888	127,633
(Awards/not in calculations)	60,000	109,069	114,952	125,000	102,735	174,000	107,888	127,633
Add Revenues	115,335	126,614	106,161	106,740	103,419	114,880	123,111	157,473
Balance 12/31 ea year	152,676	194,079	182,396	169,306	171,949	113,689	128,912	158,752

1) Lodging revenues: since lodging tax reimbursements from the state to COBI constitute 4% of actual lodging sales on BI, lodging revenue on BI increased from \$3,077K in 2013 to \$3,937K in 2014 which is a 28 % growth in 2014.

2) Lodging taxes: increased from \$123,111 in 2013 to \$157,473 in 2014 which is a 28% growth. Figures per COBI and DOR.

3) Local sales tax component: since the local sales tax component is 2.1% out of 8.6% total sales tax, the 2014 lodging sales on BI of \$3937K brings in \$83K in sales taxes to the city.

4) Multiplier effect: lodging tax revenues have an estimated multiplier effect of \$4.10 on other local business for every \$1 spent on accommodation per Runyan reports. Thus above figures should be multiplied by \$4.10 to estimate the total effect of lodging sales on the local economy.

<sup>1</sup> 2011 awards excludes \$22,265 awarded to city but not used. 2011 year end balance is about \$900 lower than 2012 year beginning balance since we used the city's 2012 beginning of year balance

<sup>2</sup> 2013 Expenses have been kept at the Award level for 2013 pending information from COBI what actual Expenses were.

<sup>3</sup> 2014 Expenses have been kept at the Award level for 2014 pending information from COBI what actual Expenses were. The revenues for 2014 of \$157,473 is based on actual revenues January - August reported by COBI/DOR of \$83,098 + estimated revenues September - December using the same percentage increase.

**EXHIBIT 1-E: Dean Runyan, 2012 Oregon Overnight v. Day Visitors****Total Trip Expenditures by Category**

	OVERNIGHT	DAY	TOTAL
<b>TOTAL</b>	<b>\$309,679,846</b>	<b>\$16,101,235</b>	<b>\$325,781,081</b>
Accommodations	\$81,013,250	\$0	\$81,013,250
Restaurants/Bars/Lounges	\$66,835,962	\$4,799,159	\$71,635,121
Groceries/snacks	\$40,812,725	\$2,276,525	\$43,089,250
Fuel/Gas/Transportation/Parking	\$49,522,983	\$3,940,569	\$53,463,552
Bicycle related repairs/ clothing/gear	\$18,317,084	\$1,711,427	\$20,028,511
Bicycle Event Fees	\$16,784,521	\$2,710,331	\$19,494,852
Recreation and Entertainment	\$7,896,289	\$179,811	\$8,076,100
All other retail	\$15,559,399	\$483,413	\$16,042,812
Airfare (if applicable)	\$12,937,632	\$0	\$12,937,632

Preliminary - NOT FINAL - data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012

**EXHIBIT 1-F:** Dean Runyan, '12 Oregon Avg. Overnight v. Day Trips

Data from Oregon Bike Travel Study, Dean Runyan Associates, 2012

# Average Trip Expenditures, 2012

	Overnight Trips		Day Trips
	Commercial Lodging	Private Campground Home	
<b>Other cycling event</b>	574	642	<b>158</b>
Day mountain bike ride	1,073	488	125
<b>Organized group tour</b>	<b>1,151</b>	611	109
<b>Organized non-competitive group ride</b>	777	756	<b>168</b>
<b>Sanctioned bicycle race</b>	962	499	<b>144</b>
<b>Independent bicycle touring</b>	<b>1,122</b>	530	<b>144</b>
Day road ride	818	515	98
<b>As a recreational activity</b>	<b>1,127</b>	583	131



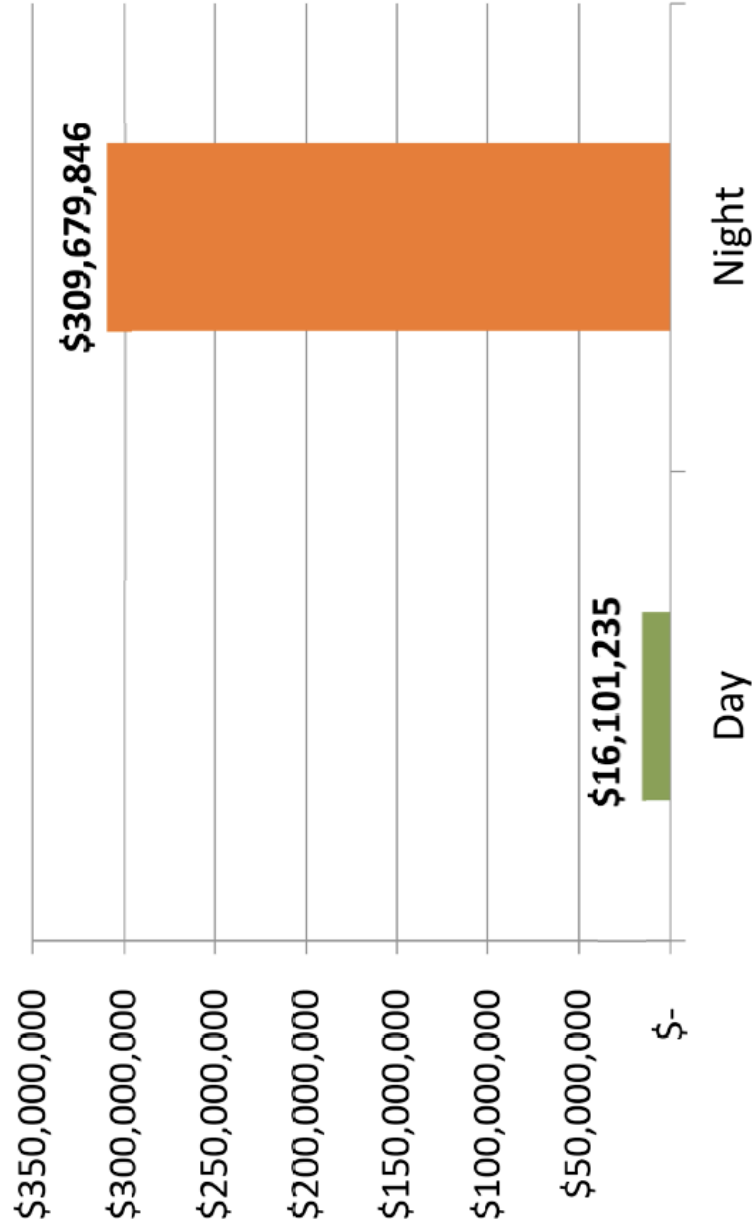
*Note: average expenditures by party; average party size is 2.5 people*



**EXHIBIT 1-G:** Dean Runyan, 19x Impact of Overnight v. Day Visitors

# Spending – Day vs. Overnight

**overnight = 19 x the impact**



Preliminary – NOT FINAL – data from the Oregon Bike Travel Study, Dean Runyan Associates, 2012



**EXHIBIT 2-A: 2014 Forecast Income and Expense Summary****Bainbridge Island Lodging Association  
2014 Forecast Income and Expense Summary**

<b>Income</b>	<b>Amount</b>
Carryover from 2013	0.00
Member Dues	5,000.00
Member Volunteer hours (in-kind at \$9.32/hr.)	15,615.00
Member Funding of Internet Marketing (in-kind funds)	11,250.00
COBI 2014 Lodging Tax / Tourism Fund Award	25,200.00
<b>Total Income</b>	<b>\$57,065.00</b>

<b>Expenses</b>	<b>Amount</b>
Member Volunteer hours (in-kind at \$9.32/hr.)	15,615.00
Member Funding of Internet Marketing (in-kind funds)	11,250.00
Online Internet Marketing (in-kind funds)	2,520.00
Office Expenses, Legal, Accounting and Insurance	2,480.00
Website Development, Management and Consulting	10,000.00
Internet Marketing and Search Engine Optimization	7,600.00
Original Website Content, Blogging, Social Networking	7,600.00
<b>Total Expenses</b>	<b>\$57,065.00</b>

<i>Carryover to next year</i>	<i>\$0.00</i>
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**EXHIBIT 2-B: 2015 Budget****Bainbridge Island Lodging Association  
2015 Budget**

<b>Income</b>	<b>Amount</b>
Carryover from 2014	0.00 <b>3,000.00</b>
Member Dues	6,200.00 <b>4,600.00</b>
Member Volunteer hours (in-kind at \$9.47/hr.)	18,940.00
Member Funding of Internet Marketing (in-kind funds)	8,000.00
COBI 2015 Lodging Tax / Tourism Fund Award	45,240.00 <b>27,743.00</b>
<b>Total Income</b>	<b>\$78,380.00 \$62,283.00</b>

<b>Expenses</b>	<b>Amount</b>
Member Volunteer hours (in-kind at \$9.47/hr.)	18,940.00
Member Funding of Internet Marketing (in-kind funds)	8,000.00
Office Expenses (inc. Printing & Supplies)	6,200.00 <b>4,600.00</b>
Legal, Accounting and Insurance	1,100.00
Print and Online Advertising	\$2,100 <b>\$0</b>
Website Development, Management and Consulting	\$6,840 <b>\$6,643</b>
Original Website Content, Blogging, Social Networking	\$19,000 <b>\$15,000</b>
Online Internet Marketing (inc. Regatta booking engine) (incl. contractor for website improvements)	\$9,800 <b>\$5,000</b>
Online and Print Promotion of events	\$6,400 <b>\$3,000</b>
<b>Total Expenses</b>	<b>\$78,380.00 \$62,283.00</b>

Carryover to next year	\$0.00
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**EXHIBIT 2-C: 2014 Revenue & Expenses (as of Sept. 1, 2014)****Bainbridge Island Lodging Association  
2014 Income and Expenses YTD 9/1/2014**

<b>Income</b>	<b>Amount</b>
Carryover from 2013	0.00
Member Dues	4,672.00
Contributions and Support	500.00
Member Volunteer hours (in-kind at \$9.32/hr.)	16,776.00
Member Funding of Internet Marketing (in-kind funds)	6,800.00
COBI 2014 Lodging Tax / Tourism Fund Award*	22,178.52
<b>Total Income</b>	<b>\$ 50,926.52</b>

<b>Expenses</b>	<b>Amount</b>
Member Volunteer hours (in-kind at \$9.32/hr.)	16,776.00
Member Funding of Internet Marketing (in-kind funds)	6,800.00
Print and Online Advertising	480.00
Legal, Accounting and Insurance	1,121.00
Website Development, Management and Consulting	9,831.25
Internet Marketing and Search Engine Optimization	7,347.50
Original Website Content, Blogging, Social Networking	7,070.52
<b>Total Expenses</b>	<b>\$ 49,426.27</b>

<i>Carryover as of 9/1/2014</i>	<b>\$ 1,500.25</b>
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\*As of 9/1/2014, the balance remaining in the 2014 COBI Lodging Tax / Tourism Fund Award is \$3,921.48 (\$25,200 total).

## EXHIBITS 3-A – 3-J: Letters of Partnership and Support



September 29, 2014

To: The Lodging Tax Advisory Committee  
RE: Bainbridge Island Lodging Association LTAC Proposal

Dear Committee Members,

I am writing this letter to support the Bainbridge Island Lodging Association's (BILA) proposal for LTAC funding for 2015. By providing funding to BILA's proposal, you will be encouraging their success in attracting many more overnight visitors to Bainbridge Island.

These "short stay" overnight visitors are here long enough to stroll through our local business district, enjoying our many galleries, shops and restaurants. Bringing more overnight visitors to Bainbridge Island, particularly during the "shoulder and off season", means needed additional sales for BAC as well as other Bainbridge businesses. As the Executive Director of Bainbridge Arts and Crafts, I have personally witnessed many of BILA's guests visiting the gallery, and purchasing works of art. In 2014, BAC shipped more works of art than in any time in our history, sending 300 works of art to 36 states and two foreign countries.

I am especially excited about BILA's new Community Partners Program whereby our webpage and their webpage will link and support each other to build better Google internet placement for tourists who have never heard of Bainbridge Island.

BILA, through its marketing, will bring people to Bainbridge Island who would never discover our terrific Island. Funding the Lodging Association proposal will help to entice more overnight visitors from all over the world to come to Bainbridge...this is exactly what the LTAC money should support!

Sincerely,

A handwritten signature in black ink that reads "Susan Jackson". The signature is written in a cursive, flowing style.

Executive Director  
[susan@bacart.org](mailto:susan@bacart.org)